

Message Text

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PAGE 01 HAMBUR 01057 061148Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----122230 061218Z /11

R 060852Z SEP 78
FM AMCONSUL HAMBURG
TO AMEMBASSY BERN
INFO AMEMBASSY COPENHAGEN
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AMEMBASSY MADRID
AMEMBASSY THE HAGUE
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UNCLAS HAMBURG 1057

E.O. 11652: N/A
TAGS: BEXP, GW
SUBJECT: COORDINATED AMERICAN EXPORTER ACTIVITY

REF: BERN 4238

1. HAMBURG COORDINATED AMERICAN EXPORTER ACTIVITY WILL
TAKE PLACE IN THE MODERN HAMBURG CONGRESS CENTRUM (CCH).
WE HAVE RESERVED A LARGE AND ATTRACTIVE HALL, WHICH WILL
EASILY ACCOMODATE UP TO 200 SEATS AND AMPLE EXHIBITOR
DISPLAY SPACE AROUND THE CIRCUMFERENCE OF THE ROOM. A
LARGE PODIUM STANDS IN FRONT OF THE ROOM.
WE RECOMMEND THAT EXPORTERS DEFINITELY BRING SAMPLES FOR DISPLAY.

2. A REGISTRATION FEE OF 60 DOLS PER EXPORTER WILL BE
CHARGED. WE DO NOT PLAN TO IMPOSE A FEE ON GERMAN IMPORTERS
ATTENDING THE MEETING.

3. WE WILL MAKE HOTEL RESERVATIONS FOR EXPORTERS WHEN WE
HAVE AN IDEA OF HOW MANY WILL ATTEND THE MEETING. AS
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NO MAJOR FAIR ACTIVITY IN HAMBURG IS PLANNED IN DECEMBER,
WE SEE NO DIFFICULTY IN PLACING THE EXPORTERS IN EITHER
THE HAMBURG PLAZA OR THE HAMBURG INTERCONTINENTAL HOTEL,
WITH ROOM COSTS OF APPROXIMATELY 60 DOLS IN EACH.
SHOULD EXPORTERS EXPRESS A PREFERENCE IN THAT DIRECTION,
WE CAN ALSO LINE UP MORE MODEST HOTELS, IN THE 35 DOLS
RANGE, REASONABLY NEAR THE CCH.

4. MARKET INFORMATION: WE RECOMMEND THAT VIRTUALLY ALL THE AMEXPORTERS ATTEND THE HAMBURG SESSION. CURRENT RELATION BETWEEN THE MARK AND THE DOLLAR MAKES BROAD RANGE OF AMERICAN GOODS AND SERVICES COMPETITIVE IN GERMANY, MANY FOR THE FIRST TIME. HAMBURG IS THE LEADING IMPORT POINT FOR THE FEDERAL REPUBLIC, AND IS AN ATTRACTIVE MARKET FOR VIRTUALLY ALL U.S. COMPANIES IN THE CONSUMER PRODUCTS FIELD.

5. WITHIN THIS FRAMEWORK, WE BELIEVE U.S. PRODUCTS OF MAJOR BUYER INTEREST ARE: (1) CLOTHING: INCLUDING JEANS, SPORTS SHIRTS, T-SHIRTS, SWEATSHIRTS AND CASUAL OUTER WEAR; (2) BATHROOM ACCESSORIES, HIGH QUALITY ONLY: THESE INCLUDE TERRY CLOTH TOWELS, BATH MAT SETS, AND HARDWARE; (3) COSMETICS; (4) INDIAN JEWELRY AND HANDICRAFTS; (5) HAND TOOLS: NEW U.S. PATENTS; (6) DO-IT-YOURSELF PRODUCTS; (7) NEW U.S. HOUSEHOLD PRODUCTS IN GENERAL; (8) FOOD PRODUCTS ACROSS THE BOARD, INCLUDING FISH PRODUCTS.
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